CONSUMER TIME

FABRICS FOR FALL AND WINTER

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the U. S. Department of Agriculture.

5. FREYMAN: Do you mean to tell me there just isn't any knit underwear in this whole store?

6. SALESGIRL: I'm afraid that's right, madam.

7. FREYMAN: Well! When do you expect to get some?

8. SALESGIRL: I'm sorry, madam, but we just aren't expecting any at all. There may be some later this winter, but it's awful scarce.

9. FREYMAN: Well I never! No heavy knit underwear. And I thought the war was over!

PAUSE:

10. JOHN: Yes, it does seem as though we shouldn't be thinking about shortages of things. People are looking forward to what there's going to be plenty of...

11. FREYMAN: I know, Johnny! But right now, consumers do have to face a shortage of certain fabrics...for a pretty indefinite length of time.

12. JOHN: That's true, Mrs. Freyman...and today on CONSUMER TIME we're going to tell about what fabrics are scarce and why. We'll also talk about when we can expect more...and what to do in the meantime.

13. FREYMAN: A big order, Johnny.

14. JOHN: So let's get on with our story!

15. FREYMAN: So, supposing I am Mrs. Mamie O'Rourke, of Greater Elmwood Heights.

16. JOSEPH: And, supposing I am your fond husband, Joseph Jefferson O'Rourke.

17. FREYMAN: And we have a little one...a boy...who wants to grow up just like daddy. He even wants to wear daddy's shirts, which right now cover him like a tent and trail behind him on the floor. Sonny frequently opens the bottom bureau drawer and takes one out...so carefully...

18. FREYMAN: Sonny! For goodness sake! Joe, stop him, will you! He's trying to put on your shirt again...and it's your only <u>white</u> one!

19. JOSEPH: Aw, let him play. Isn't he a cute kid? Wants to be just like daddy.

20. FREYMAN: Yes, just like daddy. Without any regard what-so-ever for his clothes.

21. JOSEPH: Now, Mamie...what's the difference! I mean he's having fun, so what! As if shirts were all I had to worry about. The stores are full of shirts anyhow!

22. FREYMAN: Joseph Jefferson O'Rourke, that's a typical statement from you. You don't know a single thing about it. Do you realize...

23. JOSEPH: I should never have mentioned it.

24. FREYMAN: Do you realize that shirts still are very hard to get. I mean, you just can't go in anywhere and pick out your favorite shirt. And what's more...

25. JOSEPH: Yes, my dear, of course I...

26. FREYMAN: And what's more...since you brought it up...

27. JOSEPH: I didn't bring anything up at all...

28. FREYMAN: Shorts are very hard to get too. Whether you know it or not, I've spent hours shopping all over town to get those purple striped shorts you insist on having.

29. JOSEPH: All right, my dear...all right! But if I may venture to say so, I do think that women do make more of a fuss than is necessary over shopping.

30. FREYMAN: Joseph I'm warning you!

31. JOSEPH: I simply want to say that I mean, the war's over! Things aren't so scarce any more...

32. FREYMAN: You're skating on thin ice, Joseph O'Rourke.

33. JOSEPH: Well, all I mean is when a man goes shopping for something, he simply walks in the store, without getting distracted by all the trinkets and various items along the way. There's no problem for him. He walks right in and up to the counter ....points to what he wants, and says "I'll take those", in a firm voice and...

34. FREYMAN: That settles it.

35. JOSEPH: I mean, there's just no necessity for fussing and fuming and scrabbling around. Now I do appreciate that those particular striped shorts of mine were hard to find, maybe...but well, I just know how women shop. And I...

36. FREYMAN: <u>That settles it!</u>

37. JOSEPH: I'm glad it's settled.

38. FREYMAN: It certainly is settled. Joseph O'Rourke...you are going to do the shopping. You are going to march right downtown... and I'll just tell you right now what I need...

39. JOSEPH: Now, Mamie...look I was only kidding.

40. FREYMAN: I need some cotton pajamas for Sonny.

41. JOSEPH: Now look here, sweetheart.

42. FREYMAN: Size four.

43. JOSEPH: But Mamie dear...

44. FREYMAN: Some heavy knit underwear. That's for you.

45. JOSEPH: But dear I don't need...

46. FREYMAN: You know how you complain about cold weather. Well, you're out of heavy knit underwear, and you need some. Forty is your size.

47. JOSEPH: Thank you.

48. FREYMAN: I need a little inexpensive housedress. Cotton. Size 16.

49. JOSEPH: Look here, dear, I can get the union suits and things like that but...

50. FREYMAN: And don't pay more than $5.95 for it.

51. JOHN: (WEAKLY) Size 16.

52. FREYMAN: I could say sheets and heavy cotton towels, but I'll let it go at this.

53. JOHN: Well, of course if this is a challenge...if you think I can't do it...I'll simply have to show you...that's all, Mamie.

54. FREYMAN: Oh yes, all you have to do is march in the store, without looking from right to left...and go right up to the counter... and find whatever you want.

55. JOSEPH: Sure...and say "I'll take those"...Just like that! (FADING) "I'll take those, please...two dozen, if you will"...(ETC..OUT)

PAUSE:

56. JOSEPH: Now if you'll wait on me please, young lady, I want six suits of heavy knit underwear, size forty. Six of them. And if you'll just charge those to Mr. Joseph Jef...

57. SALESGIRL: Are you kidding?

58. JOSEPH: I beg your pardon?

59. SALESGIRL: Where have you been, China or someplace? Oh...maybe you're a veteran just out of uniform.

60. JOSEPH: My dear...

61. SALESGIRL: Maybe you've been stationed up in Alaska...for three years and.

52. JOSEPH: You mean I can't have any heavy underwear? Is that what you're getting at?

53. SALESGIRL: That's about the size of it, Mister.

54. JOSEPH: Size? Forty. Oh...I mean...well, maybe I'm in the wrong department.

55. SALESGIRL: Nope. This is the right department. Look, haven't you got a wife to tell you about all this?

56. JOSEPH: Oh yes...yes indeed I have. But you see...confidentially, I thought these things were easier to find than she let on. So I said I would go out...she said I would go out and see for myself. I told her there was nothing to this shopping business. Now I'm in a jam. Look. Could you maybe scrape up one little union suit...just so I won't look too silly when I get home.

57. SALESGIRL: I would if I could...

58. JOSEPH: I...suppose...that...eh, shorts are hard to get too?

59. SALESGIRL: Two to a customer. We got 'em in yellow.

60. JOSEPH: Yellow.

61. SALESGIRL: Will that help your shopping problem any?

62. JOSEPH: There was another kind of shorts...another color I sort of liked.

63. SALESGIRL: Another kind?

64. JOSEPH: Oh never mind.

65. SALESGIRL: Look, mister. Frankly, I'm sorry for you. I know what you're up against. Maybe I can help out!

66. JOSEPH: Oh bless your little heart. You're an absolute angel. As I said, I want only six suits of heavy underwear. And oh yes... maybe you can tell me where to find boys cotton pajamas...size four, and a cotton housedress size sixteen for not more than $5.95, and I also gotta get...

67. SALESGIRL: Now just wait a minute. Hold on. I'm no Dunninger, don't forget. I just wanted to say a couple of things.

68. JOSEPH: Say a couple of things? You mean still no dice? No heavy knit...

69. SALESGIRL: Look. Here's the whole story in an eggshell.

70. JOSEPH: Nutshell.

71. SALESGIRL: The story's too big for a nutshell. Besides, don't interrupt.

72. JOHN: Women...I always have trouble with 'em.

73. SALESGIRL: One of the biggest problems we have right now...and I'm talking about that housedress your wife wanted, and those kid's pajamas. One of the big problems is getting enough low-priced clothes.

74. JOSEPH: Is that so?

75. SALESGIRL: Clothes that are really necessary. Workclothes and housedresses and things like that. There haven't been enough of them, at low prices. The OPA has announced however, that there will probably be more lower-cost clothing by November.

76. JOSEPH: They're pretty sure of that?

77. SALESGIRL: Well, you see, more fabrics have been allowed by WPB to manufacturers who will make inexpensive clothes. And these garments are being made right now.

78. JOSEPH: You know I read somewhere, while we're on the subject, that prices on clothes have gone way up during the war.

79. SALESGIRL: They have indeed. And these new low priced clothes will have special tickets on them...showing the ceiling price lower than the current price.

80. JOSEPH: Well now look, are there enough things available now at high prices?

81. SALESGIRL: Oh yes there are more of those, because not so many people can afford to pay high prices for things, so naturally... there's more expensive stuff around.

82. JOSEPH: Well then! I'll just pay a little more for Mamie's housedress...

83. SALESGIRL: She said not more than $5.95, and she knew what she was talking about. It's silly to pay more than you can afford.

84. JOSEPH: But she can't go without a housedress.

85. SALESGIRL: She can do two things. And she knows this of course. She can shop around for a long time until she finds what she wants ...at a fair price. Or...she can mend the old things, and make them do.

86. JOSEPH: Now look...that sounds like wartime talk to me. "Make it do and wear it out", and all that stuff. What goes on around here that we still have to say that.

87. SALESGIRL: Reconversion in the factories, mister. It takes time. Besides that, the mill workers aren't pouring into the textile mills as fast as everybody thought at first.

88. JOSEPH: Is that so?

89. SALESGIRL: Sure, and they've cut down work hours in the mills...

90. JOSEPH: How did you know all this?

91. SALESGIRL: Oh I get around. But look...you understand that all this is temporary, don't you.

92. JOSEPH: Yes...but it's a long cold winter...for guys who are fresh out of red flannels.

93. SALESGIRL: You're right about that. However, if you've got any old ones, your wife had better get busy and start mending. By spring incidentally, there ought to be more cotton goods, and plenty more kids' stuff and low-priced work clothes.

94. JOSEPH: You know that for a fact?

95. SALESGIRL: Yes. That's the latest. The time we've got to worry about is now. October, November, December...this winter.

96. JOSEPH: Is kids' stuff really hard to get too? I mean I might as well learn the whole story while I'm at it.

97. SALESGIRL: That's been a tough problem all through the war. Some children's things are still hard to find, you know. But manufacturers are catching up on that as fast as they can, and as I said, by spring there ought to be plenty for everybody...WPB for a long time has given kid's clothes the highest priority.

98. JOSEPH: So in the meantime...what are we supposed to do. About these clothes we really need, I mean.

99. SALESGIRL: Well, in the first place...if you are lucky enough to find that heavy knit underwear you want...don't buy more than you really need, because there are a lot of people who work outdoors all the time who just have to have it.

100. JOSEPH: Yep, I see.

101. SALESGIRL: And then, as I say, the best thing to do is the way so many folks have been doing all along. Dig down deep in the rag bag and find the good quality old stuff that can be mended or made over.

102. JOSEPH: That isn't exactly my worry.

103. SALESGIRL: No...but look, my friend, you're going home tonight empty handed and crestfallen.

104. JOSEPH: A sheer understatement.

105. SALESGIRL: I will give you something that will make your wife forget all about saying those awful words, "I told you so".

106. JOSEPH: This I have to see...

107. SALESGIRL: Wait, I'll get it from under the counter. Here! Look at this.

108. JOSEPH: Is that all? A booklet? That won't stop her.

109. SALESGIRL: But see what it is? It's called "Knitwear Make-Overs". Tells all about how you can take old sweaters and worn-out underwear and knitted stuff...Tells how to make them into something else. Kids clothes and...well, look at it yourself.

110. JOSEPH: "Knitwear Make-Overs". Sounds thrilling! What's the plot?

111. SALESGIRL: Oh it's really an exciting plot. See...here's a picture of an old sweater, once used in a gymnasium.

112. JOSEPH: Yes...yes...go on.

113. SALESGIRL: Well...years go past...the moths get in it...the days of the gymnasium are over...

114. JOSEPH: I can hardly wait. What happens?

115. SALESGIRL: Well, this sweater is thrown aside...then one day, a thrifty housewife gets hold of it, and with a few quick stitches, she transforms it into a child's washable, year-round bathrobe.

116. JOSEPH: Oh boy, that's for Sonny. I've got an old sweater like that, and Jamie can sure make it over.

117. SALESGIRL: And here's the case of the three old undershirts.

118. JOSEPH: What happens to them?

119. SALESGIRL: They're made over into a baby's nightgown...trimmed with lace, too, if you like... It tells how to do it.

120. JOSEPH: This is wonderful.

121. SALESGIRL: And here's a Mother Hubbard cotton knit nightgown...worn out at the top. It's made over into soft, comfy pajamas for a little child...

122. JOSEPH: Size four?

123. SALESGIRL: No doubt.

124. JOSEPH: Kid's pajamas. Boy! I'm out of the dog-house!

125. SALESGIRL: Well, it goes on and on for fifteen pages. Showing just how to make over these old knitwear garments...into new things. Even tells what to do with old rayon stockings. It's a Department of Agriculture pamphlet. I got it free.

126. JOSEPH: Excuse me if I get right back home...you don't mind, do you? I mean thank you very much...you've saved my life, and I'll remember about all that other business...(PROJECTING AS HE HURRIES AWAY...FADE OUT) ...about shortages and how to buy and everything...ETC.

127. FREYMAN: Well, Joseph?

128. JOSEPH: Good evening, my dear Mamie.

129. FREYMAN: Are you as empty-handed as you look?

130. JOSEPH: My dear wife, would you say offhand that you are an intelligent buyer? I mean by that...do you, when you shop, look carefully at the goods, the workmanship, the general quality? Do you pay only a fair price, and never buy things you can't afford?

131. FREYMAN: (SUSPICIOUSLY) What has come over you, O'Rourke?

132. JOSEPH: When you shop for something scarce, say, knitted underwear for instance, do you get only what you need...no more? I mean do you think of the fellow who needs it worse than you do?

133. FREYMAN: I'm getting mighty suspicious, I'll tell you that.

134. JOSEPH: And answer me this. In view of the fact that cotton fabrics and certain knitwear are scarce..(for the time being, only, of course...there'll be plenty in the spring...)In view of that fact, are you mending and remodeling and taking good care of those particular items you have on hand? Particularly knitwear?

135. FREYMAN: (SYMPATHETICALLY) Maybe you're not well, dear.

136. JOSEPH: Be kind enough to take advantage of this little booklet...put out by the U. S. Department of Agriculture, entitled "Knitwear Make-Overs". Fifteen pages full of suggestions for making over old sweaters, bathing suits, underwear...complete with pictures, and directions. Complete. Take it with my compliments!

137. FREYMAN: What in the world...

138. JOSEPH: Oh, and about that heavy underwear I needed. I'll just wear last years, mended like new. About your housedress...I think the one you have on is, well...very pretty...and as for Sonny's pajamas size four...just turn to page five in the "Knitwear Make-Overs" booklet. Remember your old cotton knit nightgown you don't wear any more? How easily...how quickly it can be made into a pair of handsome pajamas for little Sonny.

139. FREYMAN: (LAUGH) And I think, Johnny...that we might as well leave the O'Rourke's to settle the rest themselves. And we will tell our listeners how to get their copy.

140. JOHN: I think it's about time, Mrs. Freyman. Holly Wright?

141. WRIGHT: Well all you have to do, friends, to get your copy of this new Department of Agriculture booklet entitled "Knitwear Make-Overs" is to write to CONSUMER TIME, Washington 25, D. C. It's yours free. You've heard what it is...it gives you valuable suggestions on what knitwear garments you can make over into something else...either for the children, or for yourself. And it gives instructions on how to do it. You'll want it especially right now...so send for your copy of "Knitwear Make-Overs". It's free. Simply send your name, address, and the name of the station to which you're listening, to CONSUMER TIME, Washington 25, D. C. That's CONSUMER TIME, Washington 25, D. C.

142. FREYMAN: And now about next week's show, Johnny.

143. JOHN: Next week...we're going to pick-up our broadcast from Quebec, Canada.

144. FREYMAN: Yes, Quebec is the scene, this month, of the International Conference of the Food and Agriculture Organization.

145. JOHN: Guests on the program will be _____

146. FREYMAN: So be with us them, for another edition of...

147. SOUND: CASH REGISTER

148. ANNCR: CONSUMER TIME!

149. SOUND: CASH REGISTER...CLOSE DRAWER.

150. ANNCR: CONSUMER TIME, written by Christine Kempton, is produced by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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